

Electronic Acknowledgement Receipt

EFS ID:	3227741
Application Number:	10043698
International Application Number:	
Confirmation Number:	7739
Title of Invention:	System and method for behavioral model clustering in television usage, targeted advertising via model clustering, and preference programming based on behavioral model clusters
First Named Inventor/Applicant Name:	Isaac Bentolila
Customer Number:	23386
Filer:	Michael Zarrabian/Sarah Nielsen
Filer Authorized By:	Michael Zarrabian
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Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part/.zip	Pages (if appl.)
1		Amendment.pdf	1569654 711bd2702fbedf3e39d11ab0298e78acdf e7bd796	yes	20

Multipart Description/PDF files in .zip description					
Document Description	Start	End			
Amendment - After Non-Final Rejection	1	19			
Drawings-only black and white line drawings	20	20			
Warnings:					
Information:					
Total Files Size (in bytes):		1569654			
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